

## REMARKS

1. Applicant thanks the Examiner for the Examiner's comments, which have greatly assisted Applicant in responding.

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It should be appreciated that Applicant has elected to amend and cancel claims solely for the purpose of expediting the patent application process in a manner consistent with the PTO's Patent Business Goals, 65 Fed. Reg. 54603 (9/8/00). In making such amendment and cancellation of such claims, Applicant has not and does not in any way narrow the scope of protection to which Applicant considers the invention herein to be entitled. Rather, Applicant reserves Applicant's right to pursue such protection at a later point in time and merely seeks to pursue protection for the subject matter presented in this submission.

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2. **35 U.S.C. §112, second paragraph.** The Examiner stated that Claim 12 is rejected as being indefinite for failing to particularly point out and distinctly claim the subject matter, which Applicant regards as the invention. Specifically, the Examiner stated that Applicant in Claim 12 recites the limitation "... to (optionally) update...", and that it is not clear if "optionally" is a requirement or not.

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Applicant has appropriately amended Claim 12. Applicant is of the opinion that amended Claim 12 overcomes the rejection. Accordingly, Applicant respectfully requests that the Examiner withdraws the rejection under 35 U.S.C. §112, second paragraph.

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3. **35 U.S.C. §103(a).** The Examiner stated that Claims 1-3, 8-9, and 12-30 are rejected as being unpatentable over Applicant's admitted prior art of the TRIAD system in view of Ratnaraj *et al* (Ratnaraj). In conclusion, the Examiner stated that it would have been obvious to one of ordinary skill in the art to modify Applicant's TRIAD system to incorporate the Internet interface and web site of Ratnaraj in order to permit system based authentication without adding any special account management requirements.

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Applicant respectfully disagrees.

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Claim 1

Claim 1 appears as follows with emphasis added:

1. (previously presented) An account management system for applying statistically based automated decision making to relevant account management areas, comprising:

a central data center, comprising:

one or more scoring and decision functionality/predictive models for generating decisions;

report records used for testing purposes, said reports generated for most decision areas, wherein said report records contain all account management actions and other information on each account through-out a cycle, and wherein said report records are input to client systems;

a data warehouse that facilitates the use of said scoring and decision models;

an integratable interface module for facilitating exchange of informational data with said central data center; and

a secure Internet Web site; and

**an end user client adapted for implementation in a personal computer platform and comprising a facility for exchanging information with said central data center via said secure Internet Web site, wherein said end user client manages database files and control settings that are uploaded to a host system for processing, and wherein said end user client comprises applications which provide a graphical front-end for graphical views of strategies, strategic portfolio assignments, and scorecard data;**

wherein all account management processing is performed at said central data center.

Applicant respectfully points out to the Examiner that the prior art of record does not teach, suggest, nor contemplate 'an end user client adapted for implementation in a personal computer and comprising a facility for exchanging information with said central data center via said secure Internet Web site, wherein said end user client manages database files and control settings that are uploaded to a host system for processing, and wherein said end user client comprises applications which provide a graphical front-end for graphical views of strategies, strategic portfolio assignments, and scorecard data .' Applicant specifically refers the Examiner to Figure 3 of Ratnaraj.

Therefore, Applicant is of the opinion that Claim 1 and hence the dependent claims are in condition for allowance. Accordingly, Applicant respectfully requests that the Examiner withdraw the rejection under 35 U.S.C. §103(a).

5    Independent Claims 25, 26, and 29

The rejection of Claims 25, 26, and 29 is deemed moot in view of Applicant's remarks regarding Claim 1 above. Therefore, Applicant respectfully requests that the Examiner withdraw the rejection under 35 U.S.C. §103(a).

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Claim 27

Applicant has canceled Claim 28 without prejudice and has incorporated such features of Claim 28 into Claim 27.

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Accordingly, the rejection of Claim 27 is deemed moot in view of Applicant's remarks regarding Claim 1 above. Therefore, Applicant respectfully requests that the Examiner withdraw the rejection under 35 U.S.C. §103(a).

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4.    **37 CFR 1.105.** The Examiner requests specifications to the earlier versions of TRIAD. The Examiner further stated that the specification cites TRIAD 6.0 User Guide and that it appears from the disclosure that the existing data center was made available on a secure Internet web site.

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Applicant has attached hereto Appendix A, which is TRIAD 5.0 USER GUIDE. Applicant respectfully points out to the Examiner that TRIAD 5.0 USER GUIDE is the previous version prior to TRIAD 6.0. Applicant also respectfully points out to the Examiner that TRIAD 5.0 software is PC and mainframe enabled and that TRIAD 5.0 is not Web- or Internet-based or enabled. More specifically, TRIAD 5.0 and earlier

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versions do not disclose ' the existing data center was made available on a secure Internet web site.'

Support can be found in the entire TRIAD 5.0 USER GUIDE, and specifically, on page 8, section, Software.

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Applicant is of the opinion that because 'specifications to the earlier versions of TRIAD' are extensive and that Web-based and Internet-based technology was not introduced until version 6.0, that providing TRIAD 5.0 USER GUIDE, which is 296 pages, is a complete response under 37 CFR 1.105.

## CONCLUSION

5 Based on the foregoing, Applicant considers the claimed invention to be distinguished  
from the art of record. Accordingly, Applicant earnestly solicits the Examiner's  
withdrawal of the rejections raised in the above referenced Office Action, such that a  
Notice of Allowance is forwarded to Applicant, and the present application is therefore  
10 allowed to issue as a United States patent. The Examiner is invited to call to discuss  
the response. The Commissioner is hereby authorized to charge any additional fees  
due or credit any overpayment to Deposit Account No. 07-1445.

Respectfully submitted,



15 Michael A. Glenn  
Reg. No. 30,176

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Customer No. 22862

## **AMENDMENT TO THE CLAIMS**

Please cancel Claim 28 without prejudice.

- 5     1.     (previously presented) An account management system for applying statistically based automated decision making to relevant account management areas, comprising:  
         a central data center, comprising:  
             one or more scoring and decision functionality/predictive models for generating decisions;  
10        report records used for testing purposes, said reports generated for most decision areas, wherein said report records contain all account management actions and other information on each account through-out a cycle, and wherein said report records are input to client systems;  
         a data warehouse that facilitates the use of said scoring and decision models;  
15        an integratable interface module for facilitating exchange of informational data with said central data center; and  
         a secure Internet Web site; and  
         an end user client adapted for implementation in a personal computer platform and comprising a facility for exchanging information with said central data center via said  
20        secure Internet Web site, wherein said end user client manages database files and control settings that are uploaded to a host system for processing, and wherein said end user client comprises applications which provide a graphical front-end for graphical views of strategies, strategic portfolio assignments, and scorecard data;  
         wherein all account management processing is performed at said central data  
25        center.
2.     (original) The system of Claim 1, wherein said central data center further comprises:  
         an account management engine.  
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3.     (previously presented) The system of Claim 2, wherein said account management engine comprises any of:  
         a delinquent collections mechanism that reduces delinquencies and that uses collections resources more efficiently by assessing accounts in order of their risk and  
35        then queuing them for action accordingly;

a usage limit management mechanism that improves end user profits by expanding usage while controlling risk by allowing an end user to determine whether to assign or adjust usage limits based upon each customer's credit risk;

an authorizations management mechanism that reduces an end user's risk of losses by reviewing account status to determine whether high risk accounts should be hotlined or blocked; and

a marketing communications mechanism that effectively targets cross-sell products and retention of customers efforts to maximize end user revenue and minimize risk and churn.

Claims 4-7 (canceled)

8. (original) The system of Claim 2, wherein said account management engine further comprises:

strategies and strategic portfolio assignments, wherein a strategy is a plan for assigning an account to a specific scenario, or action for treatment, and wherein said strategic portfolios comprise groups of accounts that can be managed collectively because they share common characteristics.

9. (original) The system of Claim 8, wherein said account management engine further comprises:

means for providing an end user with the ability to compare competing strategies in a statistically valid way so that said end user can determine which strategy produces the best results.

Claims 10 and 11 (canceled)

12. (currently amended) The system of Claim 1, wherein said graphical front-end further comprises:

means for allowing an end user to view scorecard assignments; and comprises any of:

means for allowing an end user to ~~(optionally)~~ update existing scorecards; and or

means for allowing an end user to add new scorecards.

13. (original) The system of Claim 2, comprising at least one account, wherein each account has a two-digit number between 00 and 99, which is a random digit or a test digit assigned by said account management engine when said account is opened or brought into said account management engine.

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14. (original) The system of Claim 13, further comprising:  
a strategy assignment mechanism for linking strategies to one or more random digit groups for each strategic portfolio or SPID.

10 15. (original) The system of Claim 1, further comprising:  
at least one decision area for applying separate strategies for each key process that influences the profitability of a portfolio.

15 16. (original) The system of Claim 15, wherein an end user may exclude categories of accounts from behavior scoring and each decision area.

17. (original) The system of Claim 15, wherein entry into each decision area is triggered by a primary event.

20 18. (original) The system of Claim 8, further comprising:  
at least one strategy key for sorting accounts into groups that receive different treatments.

25 19. (original) The system of Claim 8, further comprising:  
at least one strategy tree with which an end user can separate accounts into tightly defined treatment groups and take actions that balance revenue and risk.

30 20. (original) The system of Claim 8, further comprising:  
at least one scenario assigned to each treatment group in a strategy;  
wherein said action comprises any of a simple action and a complex action.

35 21. (original) The system of Claim 20, wherein a simple action can be to take no action at all, and wherein a complex action can include any of setting a block code, sending a letter, setting a collection indicator, or printing a statement message.

22. (original) The system of Claim 8, further comprising:



an audit program that is run when developing a new strategy or modifying control fields.

23. (original) The system of Claim 2, said account management engine further comprising:

an estimator program for tallying a number of accounts identified by each control table row and the odds or risk quality for these accounts.

24. (original) The system of Claim 1, wherein management database files and control settings are uploaded from said end user client to said central data center for processing.

25. (previously presented) An account management method for applying statistically based automated decision making to relevant account management areas, the method comprising the steps of:

providing a central data center, comprising:

one or more scoring and decision functionality/predictive models for generating decisions;

report records used for testing purposes, said reports generated for most decision areas, wherein said report records contain all account management actions and other information on each account through-out a cycle, and wherein said report records are input to client systems;

a data warehouse that facilitates the use of said scoring and decision models;

an integratable interface module for facilitating exchange of informational data with said central data center; and

a secure Internet Web site; and

providing an end user client adapted for implementation in a personal computer platform and comprising a facility for exchanging information with said central data center via said secure Internet Web site, wherein said end user client manages database files and control settings that are uploaded to a host system for processing, and wherein said end user client comprises applications which provide a graphical front-end for graphical views of strategies, strategic portfolio assignments, and scorecard data;

wherein all account management processing is performed at said central data center.

26. (previously presented) An account management system for applying statistically based automated decision making to relevant account management areas, comprising:

a central data center, comprising:

one or more scoring and decision functionality/predictive models for generating decisions;

report records used for testing purposes, said reports generated for most decision areas, wherein said report records contain all account management actions and other information on each account through-out a cycle, and wherein said report records are input to client systems;

a data warehouse that facilitates the use of said scoring and decision models;

an account management engine, wherein said account management engine comprises any of:

a delinquent collections mechanism that reduces delinquencies and that uses collections resources more efficiently by assessing accounts in order of their risk and then queuing them for action accordingly;

a usage limit management mechanism that improves end user profits by expanding usage while controlling risk by allowing an end user to determine whether to assign or adjust usage limits based upon each customer's credit risk;

an authorizations management mechanism that reduces an end user's risk of losses by reviewing account status to determine whether high risk accounts should be hotlined or blocked; and

a marketing communications mechanism that effectively targets cross-sell and retention efforts to maximize end user revenue and minimize risk and churn;

an integratable interface module for facilitating exchange of informational data with said central data center; and

a secure Internet Web site; and

an end user client adapted for implementation in a personal computer platform and comprising a facility for exchanging information with said central data center via said secure Internet Web site, wherein said end user client manages database files and control settings that are uploaded to a host system for processing, and wherein said end user client comprises applications which provide a graphical front-end for graphical views of strategies, strategic portfolio assignments, and scorecard data;

wherein all account management processing is performed at said central data center.

27. (currently amended) In an account management system for applying statistically based automated decision making to relevant account management areas, a central data center, comprising:

one or more scoring and decision functionality/predictive models for generating decisions;

one or more report records used for testing purposes, said reports generated for most decision areas, wherein said report records contain all account management actions and other information on each account through-out a cycle, and wherein said report records are input to client systems;

a data warehouse that facilitates the use of said scoring and decision models;

an account management engine, wherein said account management engine optionally comprises any of:

a delinquent collections mechanism that reduces delinquencies and that uses collections resources more efficiently by assessing accounts in order of their risk and then queuing them for action accordingly;

a usage limit management mechanism that improves end user profits by expanding usage while controlling risk by allowing an end user to determine whether to assign or adjust usage limits based upon each customer's credit risk;

an authorizations management mechanism that reduces an end user's risk of losses by reviewing account status to determine whether high risk accounts should be hotlined or blocked; and

a marketing communications mechanism that effectively targets cross-sell and retention efforts to maximize end user revenue and minimize risk and churn;

an integratable interface module for facilitating exchange of informational data with said central data center; and

a secure Internet Web site; and

an end user client adapted for implementation in a personal computer platform and comprising a facility for exchanging information with said central data center via said secure Internet Web site;

wherein all account management processing is performed at said central data center.

28. (canceled)

29. (previously presented) In an account management system for applying statistically based automated decision making to relevant account management areas,

said system comprising a central data center, comprising one or more scoring and decision functionality/predictive models for generating decisions; one or more report records used for testing purposes, said reports generated for most decision areas, wherein said report records contain all account management actions and other  
5 information on each account through-out a cycle, and wherein said report records are input to client systems; a data warehouse that facilitates the use of said scoring and decision models; an account management engine, wherein said account management engine optionally comprises any of: a delinquent collections mechanism that reduces delinquencies and that uses collections resources more efficiently by assessing  
10 accounts in order of their risk and then queuing them for action accordingly; a usage limit management mechanism that improves end user profits by expanding usage while controlling risk by allowing an end user to determine whether to assign or adjust usage limits based upon each customer's credit risk; an authorizations management mechanism that reduces an end user's risk of losses by reviewing account status to  
15 determine whether high risk accounts should be hotlined or blocked; and a marketing communications mechanism that effectively targets cross-sell products and retention of customers efforts to maximize end user revenue and minimize risk and churn; an integratable interface module for facilitating exchange of informational data with said central data center; and a secure Internet Web site; wherein all account management  
20 processing is performed at said central data center, an access mechanism comprising:  
an end user client adapted for implementation in a personal computer platform, wherein said end user client manages database files and control settings that are uploaded to a host system for processing, and wherein said end user client comprises applications which provide a graphical front-end for graphical views of strategies,  
25 strategic portfolio assignments, and scorecard data; and  
a facility for exchanging information with said central data center via said secure Internet Web site.

30. (previously presented) The system of Claim 8, wherein each portfolio of said  
30 strategic portfolios has an identification number referred to as a strategic portfolio identification number or SPID, wherein accounts are assigned to SPIDs.